

Exclusively for
Sample A, Sample

80 FREE MILES

Toward the Team Pullover.

Exclusively for
Sample A, Sample

200 FREE MILES

Toward the O' Bag.

SAVE \$4

When you use this coupon
on a carton of any style Marlboro.

Exclusively for
Sample A, Sample

SMOKER SURVEY COUPON



\$4.00 OFF CARTON

of any style Marlboro

© Philip Morris Inc., 1997

SMOKER SURVEY (for smokers age 21 and over)

Please complete the following information and mail today in the enclosed postage paid envelope.

9999999999999999

Mr. Sample A, Sample
1234 Main Street
Anytown, US 00000

Phone # () _____

If your name or address is different, please give the correct information in this box.

1. What is your regular brand of cigarette—that is, the brand you smoke most often?

(Brand name)

2. In your regular brand...? (Check one) ☐ Regular/King Size, ☐ 100's or ☐ 120's

3. In your regular brand...? (Check one) ☐ Menthol or ☐ Non-Menthol

4. In your regular brand...? (Check one) ☐ Filter or ☐ Non-Filter

5. In your regular brand...? (Check one) ☐ Lights/Mild, ☐ Ultra/Extra Low Tar, ☐ Lights/Mild, ☐ Medium, ☐ Full Flavor

6. Do you usually buy it by the...? ☐ Pack ☐ Carton ☐ Bulk Ways

7. What, if any, was your previous brand?

(Brand name)

8. Which of the following best describes you? (Check one in each column.)

- | | |
|---|--|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Professional |
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Skilled Labor |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Civil Service |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

9. How many packs of cigarettes did you smoke in the past month? (Please: 1 carton = 10 packs) Total # Packs _____

10. Of these total packs, how many were your regular brand and how many were other brands?

Regular brand # Packs _____

Other _____ # Packs _____

☐ Please remove my name from the Marlboro mailing list.

By responding to the above survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal laws.

Signature _____

(Required)

Date of Birth _____

(Required)

Lights: Menthol 10 mg "tar," 0.8 mg nicotine; 100's & Kings 11 mg "tar," 0.9 mg nicotine—Medium: Kings 12 mg "tar," 0.8 mg nicotine; 100's 13 mg "tar," 1.0 mg nicotine—Regular: 16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

